

## WHAT I CLAIM AS MY INVENTION IS

- (c1) A mathematical system of measurement that has the propensity to track and measure sales of a consumer oriented product/service by physical household address in a predefined household group or combination of household groups that have previously purchased consumer oriented products/services and mathematically divide the total number of customer households for that product or service by the number of total households in the group to create a percentage of buying households.
- (c2) A mathematical integer or combination of integers resulting from the calculation in paragraph c1 is then indexed in descending order from the largest integer to the integer of 0. The integer order automatically defines product or service demand by the percentage of density ratio between total customer households and the total number of households within the group.
- (c3) A mathematical system of demographic measurement that does not infringe on the individual personal information of the consumers that purchase consumer oriented products and/or services.
- (c4) A mathematical system of demographic measurement that isolates product and/or service demand in a predefined physical household group or socio economic group of households in relationship to total households in the group.
- (c5) A mathematical system of household demographic measurement that measures sales for many types of consumer products and/or consumer service companies and not just one type of product/service.